



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Department
of Management

Corso di Laurea Magistrale/Master's Degree in
INTERNATIONAL MANAGEMENT AND MARKETING
Classe delle Lauree Magistrali n. 77 - Scienze economico- aziendali

1) curriculum: **INTERNATIONAL MANAGEMENT**

STUDY PLAN A.Y. 2026-2027
enrolment a.y. 2026-2027 (coorte 2026)

code	SSD	FIRST YEAR (A.Y. 2026-2027)	CFU	hours	term
134005-ENG	STAT-02/A	Statistics for Management	6	48	1
		scelta tra/ 1 choice from the following:			
184002-ENG	GIUR-02/A	International Markets and Companies Law	6	48	1
65108	GIUR-02/A	International Business Law		36	2
		scelta tra/ 1 choice from the following:			
164004-ENG	ECON-01/A	Special Issues in International Economics	6	48	2
149013-ENG	ECON-02/A	Personnel Economics and HR analytics			2
184012-ENG	ECON-07/A	Global Strategic Management	9	72	2
164005-ENG	ECON-08/A	Managing People and Organizational Behaviour	12	96	1+2
164008-ENG	ECON-07/A	New Business Venturing	6	48	1
164006-ENG	ECON-07/A	Digital Business Model and Family Business	12	96	1+2
total First year credits			57		

code	SSD	SECOND YEAR (A.Y. 2027-2028)	CFU	hours	term
910010-ENG	ECON-07/A	International Business Management (advanced)	9	72	1
		scelta tra/ 1 choice from the following:			
164003-ENG	STEC-01/B	Business History	6	48	1
149014-ENG	ECON-02/A	Digital Transformation and Policies			1
134003-ENG	SECS-P/09	Managerial Finance	6	48	2
		scelta tra/ 1 choice from the following:			
184011-ENG	ECON-07/A	Impact Entrepreneurship	6	48	2
90017-ENG	ECON-06/A	Business Ethics			1
184010-ENG	ECON-07/A	Design Thinking Bootcamp			2
		scelta tra/ 1 choice from the following:			
134006-ENG	ECON-08/A	Social Topics in Organization	6	48	1
164017-ENG	ECON-07/A	Digital Marketing and analytics		48	1
165019	ECON-07/A	Applied Management Research Methods		48	2
90025		Stage/internship			
184004-ENG	NN	Professional Digital Skills-1 (Focus on Internationalization)	3		2
		Elective courses	12		
		<i>(in addition to the courses already indicated in the " 1 choice from the following" sections, the following subjects are recommended):</i>			
184005-ENG	NN	Professional Digital Skills-2 (Focus on Internationalization) (3 cfu)			2
184007-ENG	NN	Professional Digital Skills-2 (Focus on Marketing) (3 cfu)			2
184008-ENG		CSR for management and marketing (9 cfu)			2
184000-ENG		Final dissertation	15		
total Second year credits			63		
TOTAL CREDITS			120		

2) curriculum: **MARKETING**

STUDY PLAN A.Y. 2026-2027
enrolment a.y. 2026-2027 (coorte 2026)

code	SSD	FIRST YEAR (A.Y. 2026-2027)	CFU	hours	term
134005-ENG	STAT-02/A	Statistics for Management	6	48	1
		scelta tra/ 1 choice from the following:			
65103	GIUR-03/A	Emerging Technologies Law	6	36	1
		scelta tra/ 1 choice from the following:			
164004-ENG	ECON-01/A	Special Issues in International Economics	6	48	2
164010-ENG	ECON-07/A	Market Research and Consumer Marketing	12	96	1+2
184009-ENG	ECON-07/A	Brand Management and Experiential Marketing	12	96	1+2
164011-ENG	ECON-07/A	Industrial and Trade Marketing	6	48	2
184001-ENG	ECON-07/A	Retailing and Sales	6	48	2
		scelta tra/ 1 choice from the following:			
164017-ENG	ECON-07/A	Digital Marketing and Analytics	6	48	1
134003-ENG	ECON-09/A	Managerial Finance			2
184010-ENG	ECON-07/A	Design Thinking Bootcamp			2
total First year credits			60		

code	SSD	SECOND YEAR (A.Y. 2027-2028)	CFU	hours	term
184012-ENG	ECON-07/A	Global Strategic Management	9	72	2
		scelta tra/ 1 choice from the following:			
164003-ENG	STEC-01/B	Business History	6	48	1
149014-ENG	ECON-02/A	Digital Transformation and Policies			1
134006-ENG	ECON-08/A	Social Topics in Organization	6	48	1
		scelta tra/ 1 choice from the following:			
179002-EN1	ECON-06/A	Governing sustainability	6	48	1
149011-ENG	SECS-S/03	Text Mining and Sentiment Analysis		48	2
165019	ECON-07/A	Applied Management Research Methods		48	2
640014-ENG	M-PSI/03	Psychometrics		36	1
90025		Stage/internship			
184006-ENG	NN	Professional Digital Skills-1 (Focus on Marketing)	3		2
		Elective courses	15		
		<i>(in addition to the courses already indicated in the " 1 choice from the following" sections, the following subjects are recommended):</i>			
184005-ENG	NN	Professional Digital Skills-2 (Focus on Internationalization) (3 cfu)			2
184007-ENG	NN	Professional Digital Skills-2 (Focus on Marketing) (3 cfu)			2
184008-ENG		CSR for management and marketing (9 cfu)			2
184000-ENG		Final dissertation	15		

total Second year credits **60**
TOTAL CREDITS **120**